

FIG. 2

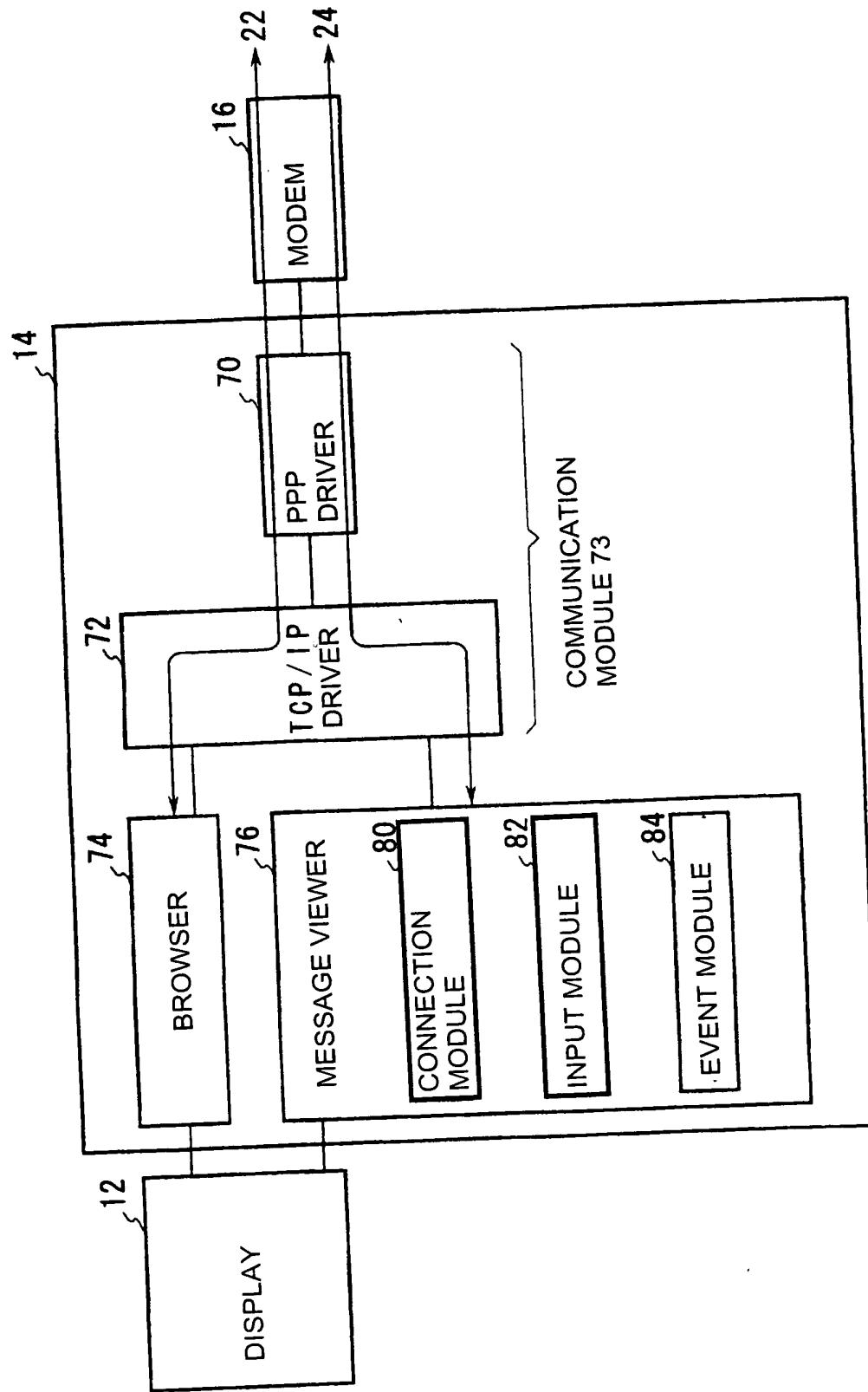


FIG.3

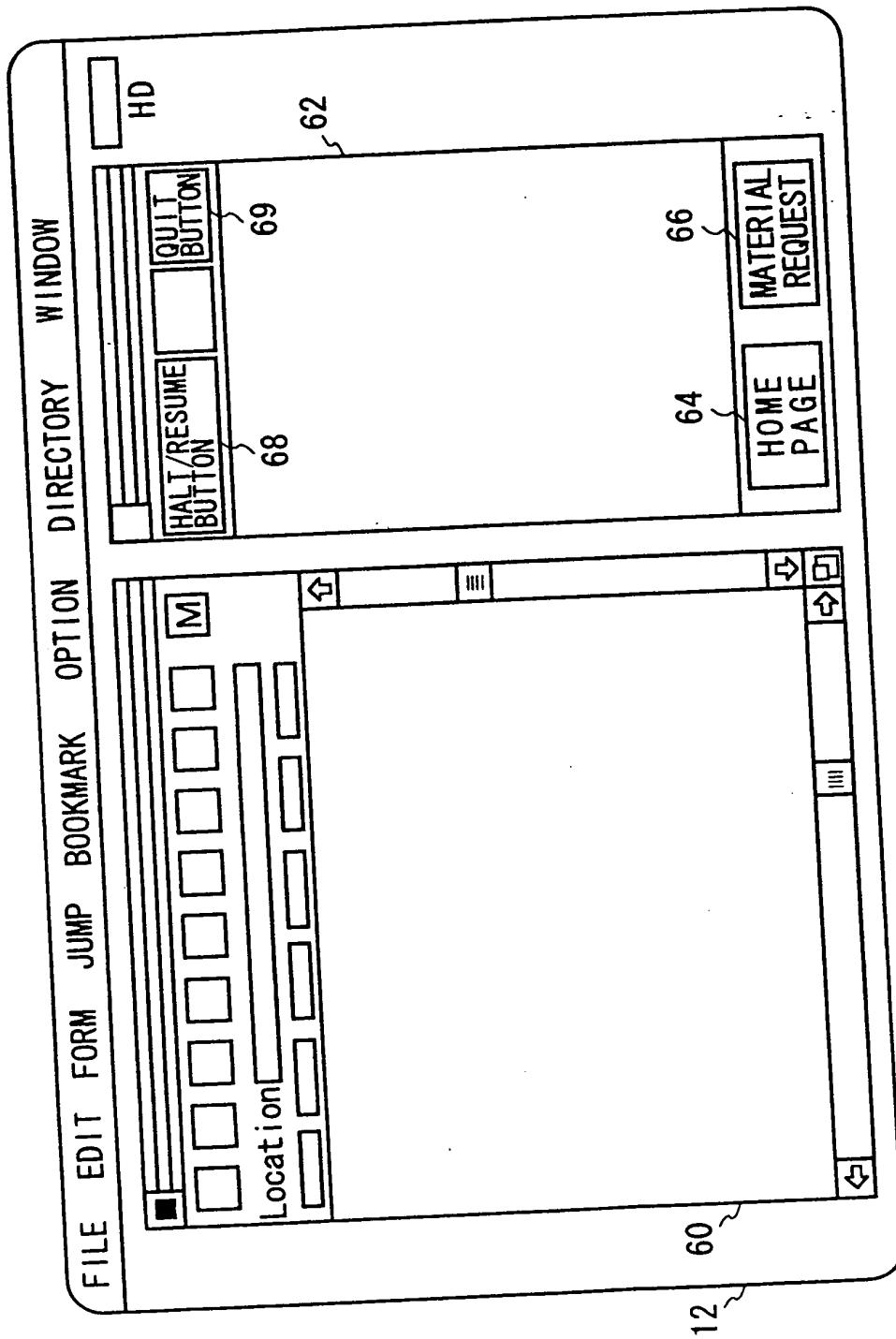


FIG.4

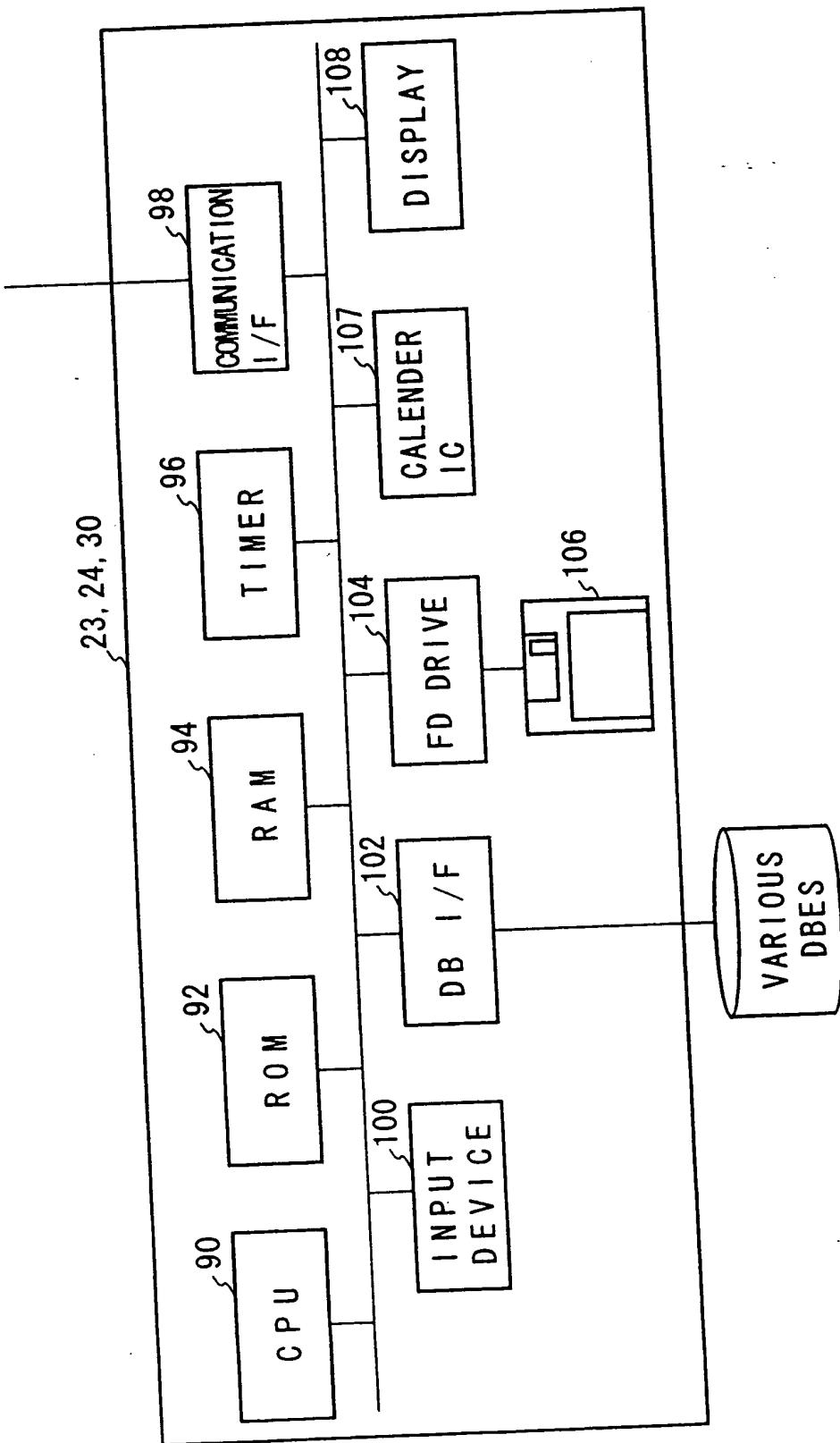


FIG. 5

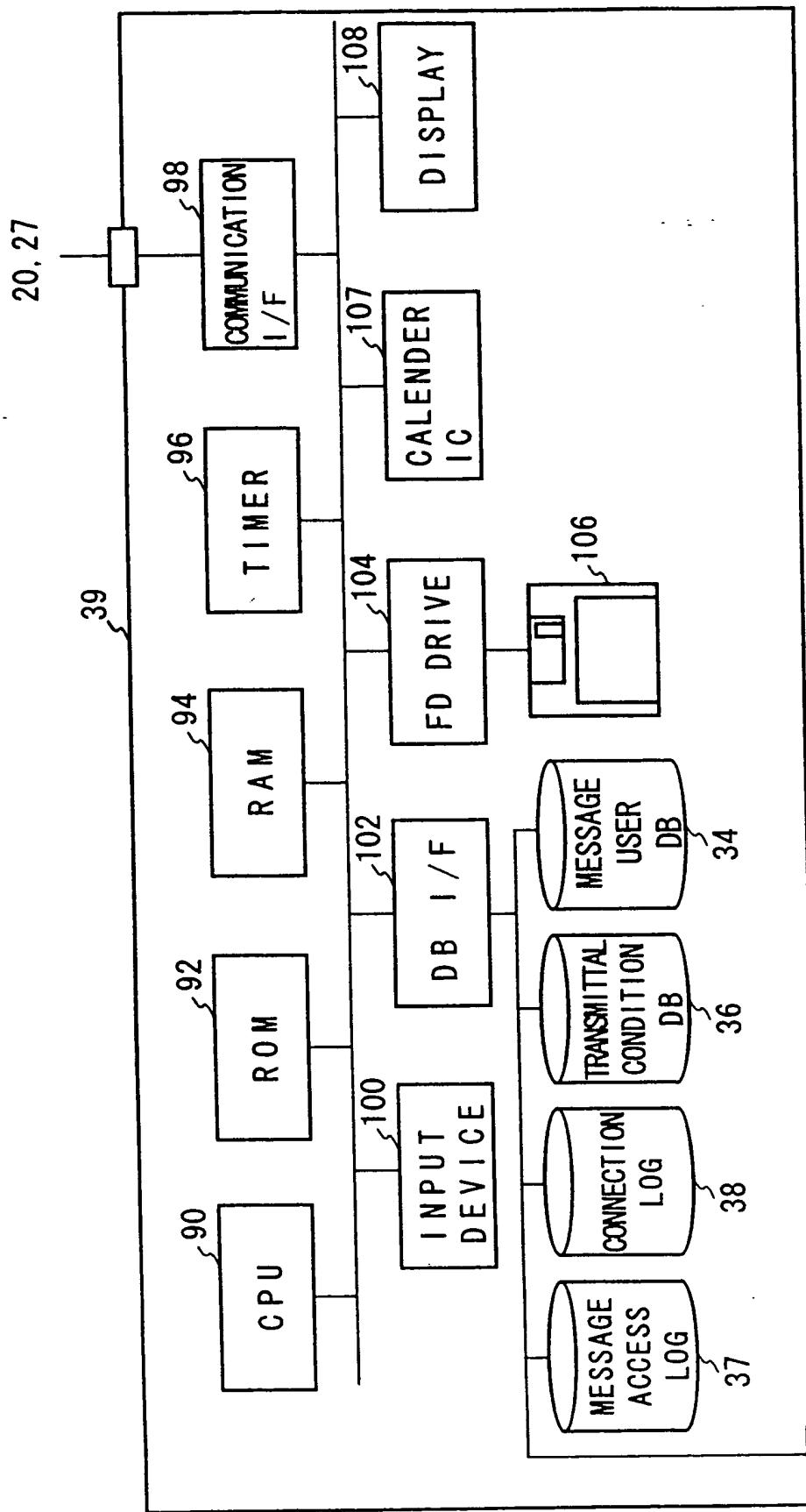


FIG.6

MESSAGE USER DATABASE 34(A)

| MESSAGE USER DATABASE 34(A) |         |                |         |                     |        |                     |
|-----------------------------|---------|----------------|---------|---------------------|--------|---------------------|
| MESSAGE<br>USER<br>ID       |         | PROVIDER<br>ID |         | DISPLAYED<br>TIME   |        | USER<br>INFORMATION |
| MESSAGE<br>USER<br>PASSWORD | USER ID | PROVIDER<br>ID | USER ID | DATE OF<br>BIRTH    | SEX    | MARRIED             |
| X X X                       | Y Y Y   | A              | Z Z Z   | 1:00:15 1968.6.2    | MALE   | NO                  |
| A A A                       | B B B   | B              | C C C   | 0:15:34 1967.1.7    | FEMALE | YES                 |
| 0 0 0                       | P P P   | A              | Q Q Q   | 15:23:56 1980.11.24 | MALE   | NO                  |

FIG. 7

## MESSAGE USER DATABASE (B)

| CREDIT CARD NUMBER  | LIMITATION | NAME          | LAST COMMUNICATION TIME | THE MONTH BEFORE LAST PARAMETER | LAST MONTH PARAMETER | THIS MONTH PARAMETER |
|---------------------|------------|---------------|-------------------------|---------------------------------|----------------------|----------------------|
| 2934-5612-6847-5587 | 98/6       | TARO YAMADA   | 1996.3.31 23:00         | 471                             | 516                  | 724                  |
| 4879-5517-5001-6901 | 97/9       | ICHIRO TANAKA | 1996.4.4 21:15          | 436                             | 325                  | 628                  |
| 9540-1735-9927-0513 | 97/4       | JIRO SUZUKI   | 1996.4.2 00:45          | 488                             | 412                  | 509                  |

FIG. 8

TRANSMITTAL CONDITION DATABASE 36 (A)

| MESSAGE URL | INDIVIDUAL LIMIT TYPE | INDIVIDUAL LIMIT | TOTAL LIMIT TYPE | TOTAL LIMIT | DISPLAYED TIME     | AGE   | SEX    | MARRIED | OCCUPATION  | ADDRESS  | RELATED MESSAGES |
|-------------|-----------------------|------------------|------------------|-------------|--------------------|-------|--------|---------|-------------|----------|------------------|
| A           | DAY                   | 3                | DAY              | 1000        | ---                | 18-22 | MALE   | NO      | CORPORATION | TOKYO    | C                |
| B           | TOTAL                 | 10               | MONTH            | 10000       | ---                | ---   | FEMALE | YES     | STUDENT     | KANAGAWA | ---              |
| C           | MONTH                 | 8                | MONTH            | 500         | 1996.1.1<br>/12:00 | ---   | ---    | NO      | ---         | KANTO    | A                |

FIG.9

**TRANSMITTAL CONDITION DATABASE 36 (B)**

FIG. 10

## CONNECTION LOG 38

| PROVIDER ID | PROVIDER USER ID | EVENT        | DATE        | TIME    |
|-------------|------------------|--------------|-------------|---------|
| A           | X X X            | LOG IN       | 1996. 1. 31 | 0:15:00 |
| A           | X X X            | CHARGE HALT  | 1996. 1. 31 | 0:15:01 |
| B           | A A A            | LOG IN       | 1996. 1. 31 | 1:21:15 |
| A           | X X X            | CHARGE START | 1996. 1. 31 | 2:09:05 |
| A           | X X X            | CHARGE HALT  | 1996. 1. 31 | 2:15:08 |
| B           | B B B            |              |             | .....   |
| A           | C C C            |              |             | .....   |
| B           | A                |              |             | .....   |

FIG.11

| MESSAGE<br>USER<br>ID | MESSAGE<br>ID | DISPLAYED<br>DATE | DISPLAYED<br>TIME | LOG TYPE |
|-----------------------|---------------|-------------------|-------------------|----------|
| 000                   | B             | 1996. 8. 25       | 12 : 00           | 1        |
| SSS                   | A             | 1996. 8. 25       | 12 : 05           | 3        |
| BBB                   | L             | 1996. 8. 25       | 12 : 06           | 2        |
|                       |               |                   |                   | .....    |
|                       |               |                   |                   | .....    |
|                       |               |                   |                   | .....    |
|                       |               |                   |                   | .....    |

- 1 : DISPLAY  
 2 : HOMEPAGE DISPLAY  
 3 : MATERIAL REQUEST

FIG.12

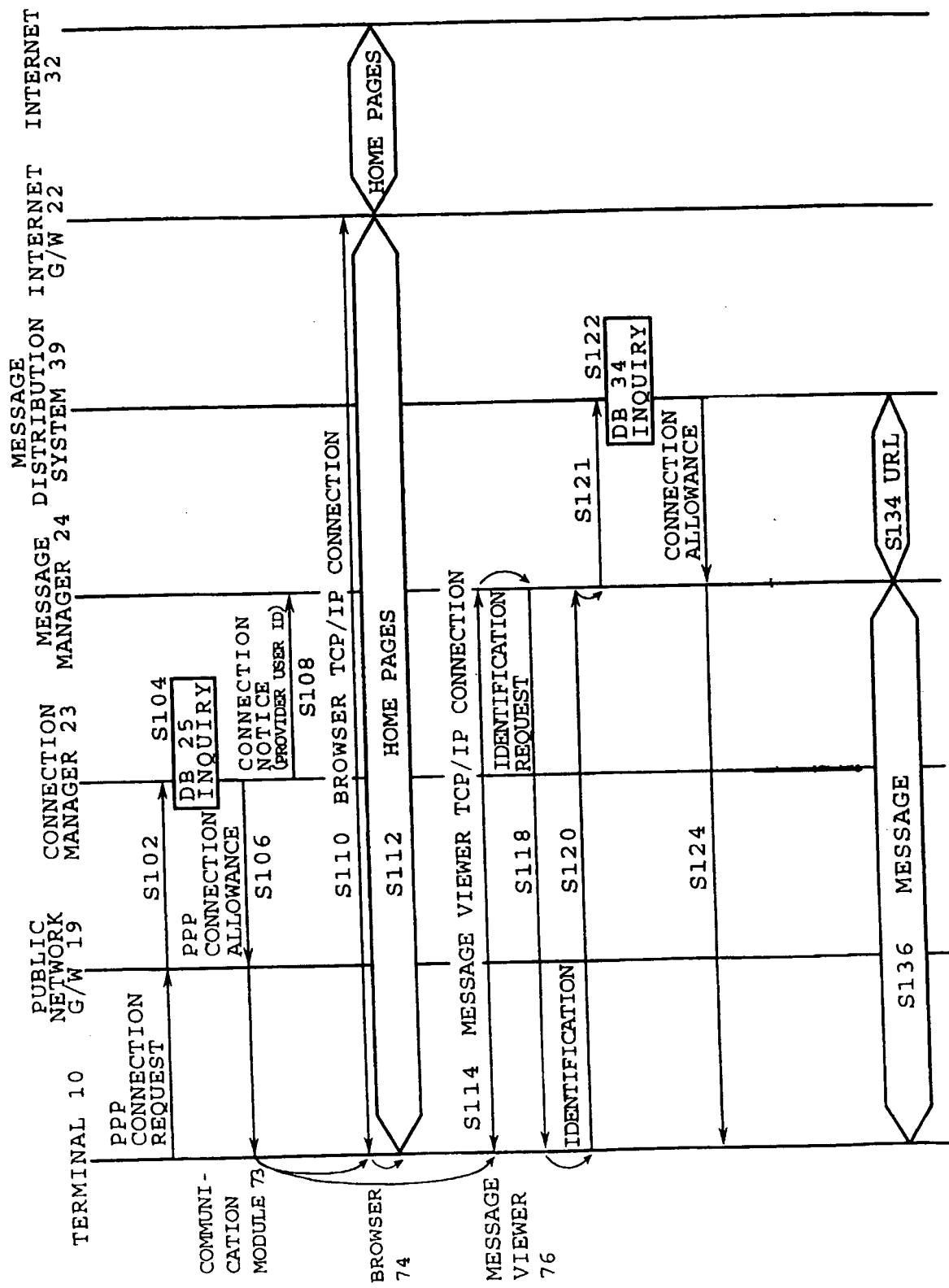


FIG. 13

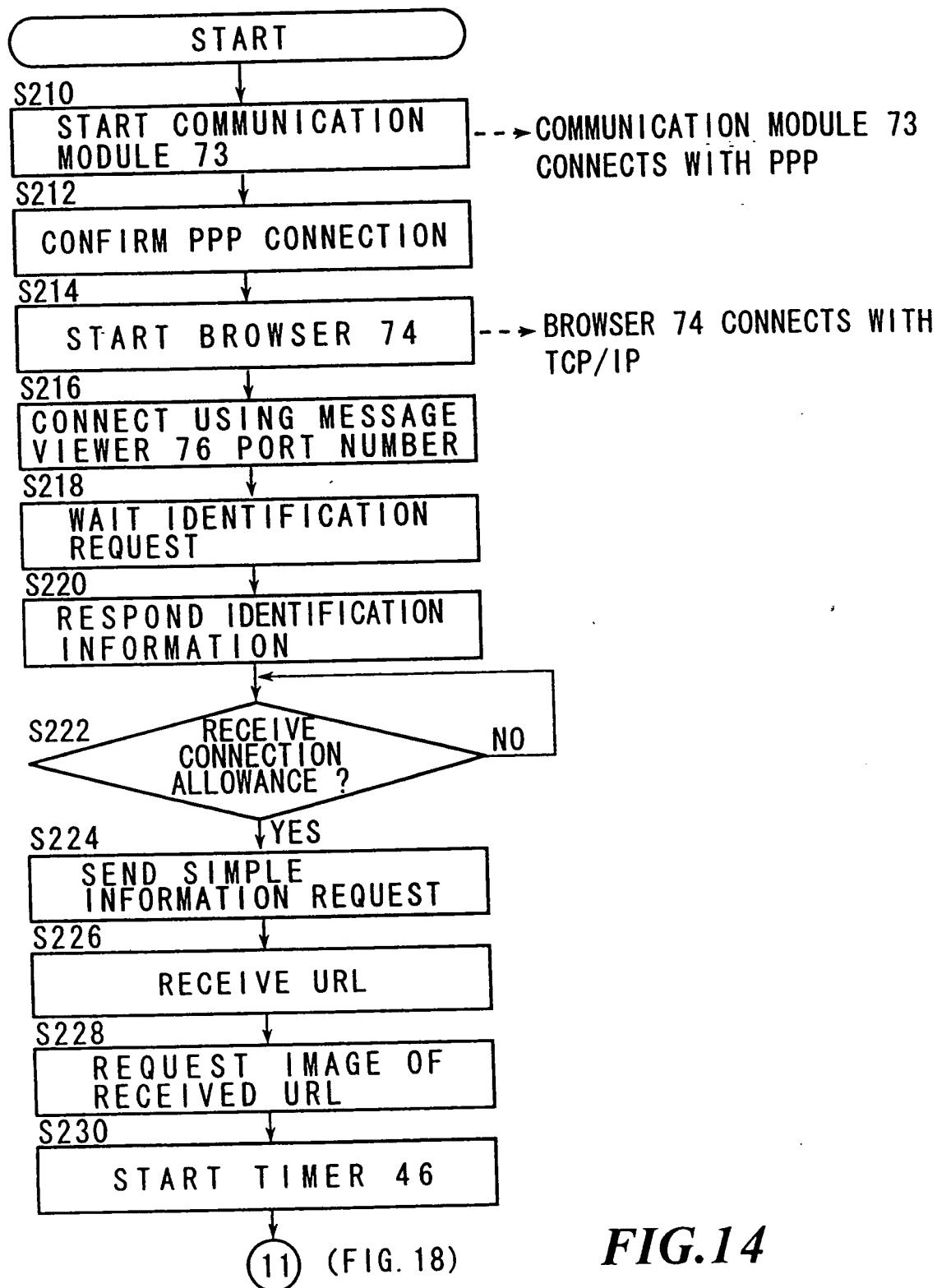
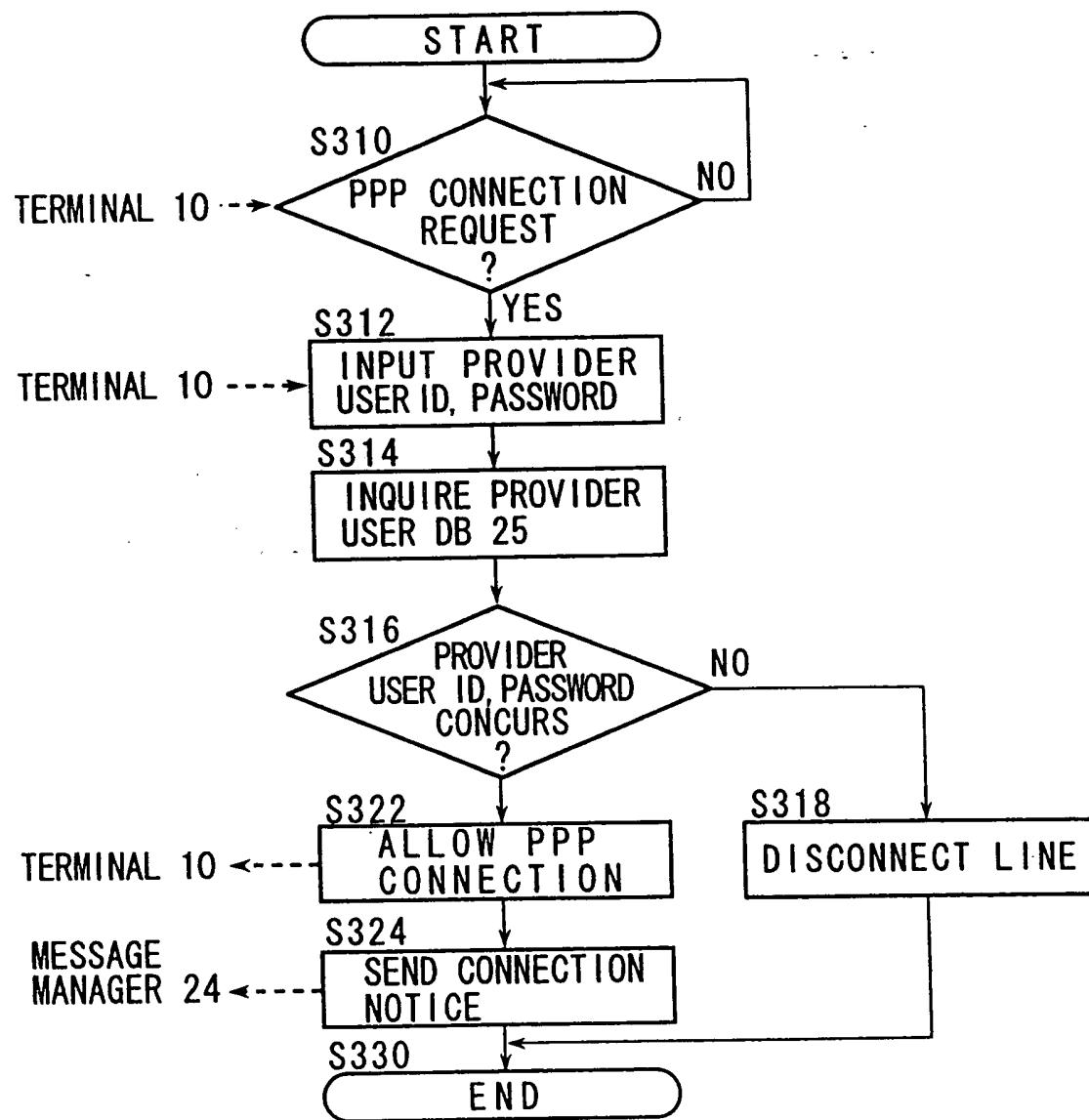
CONNECTION MODULE 78

FIG.14

CONNECTION MANAGER 23**FIG.15**

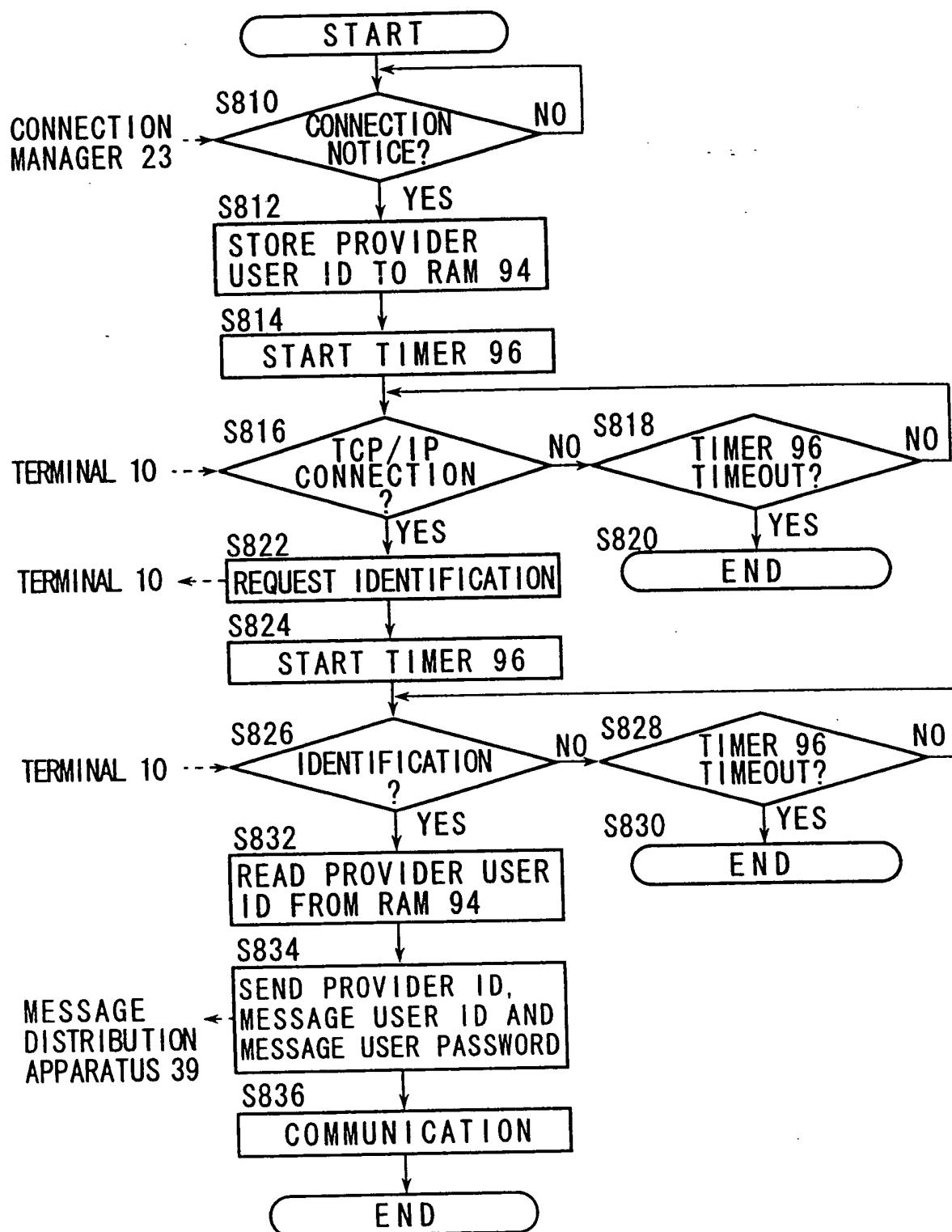
MESSAGE MANAGER 24

FIG.16

MESSAGE DISTRIBUTION  
APPARATUS 39

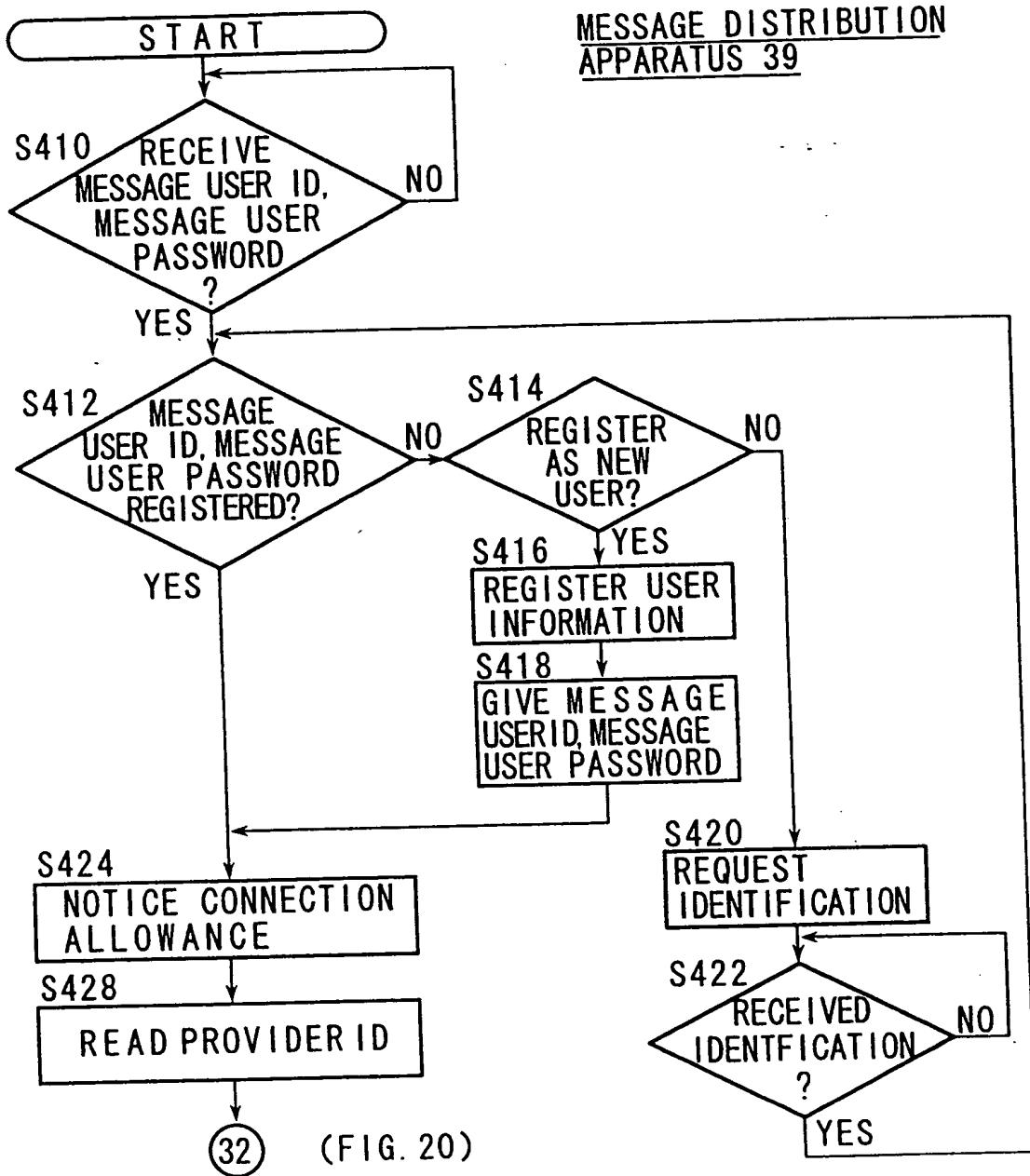


FIG.17

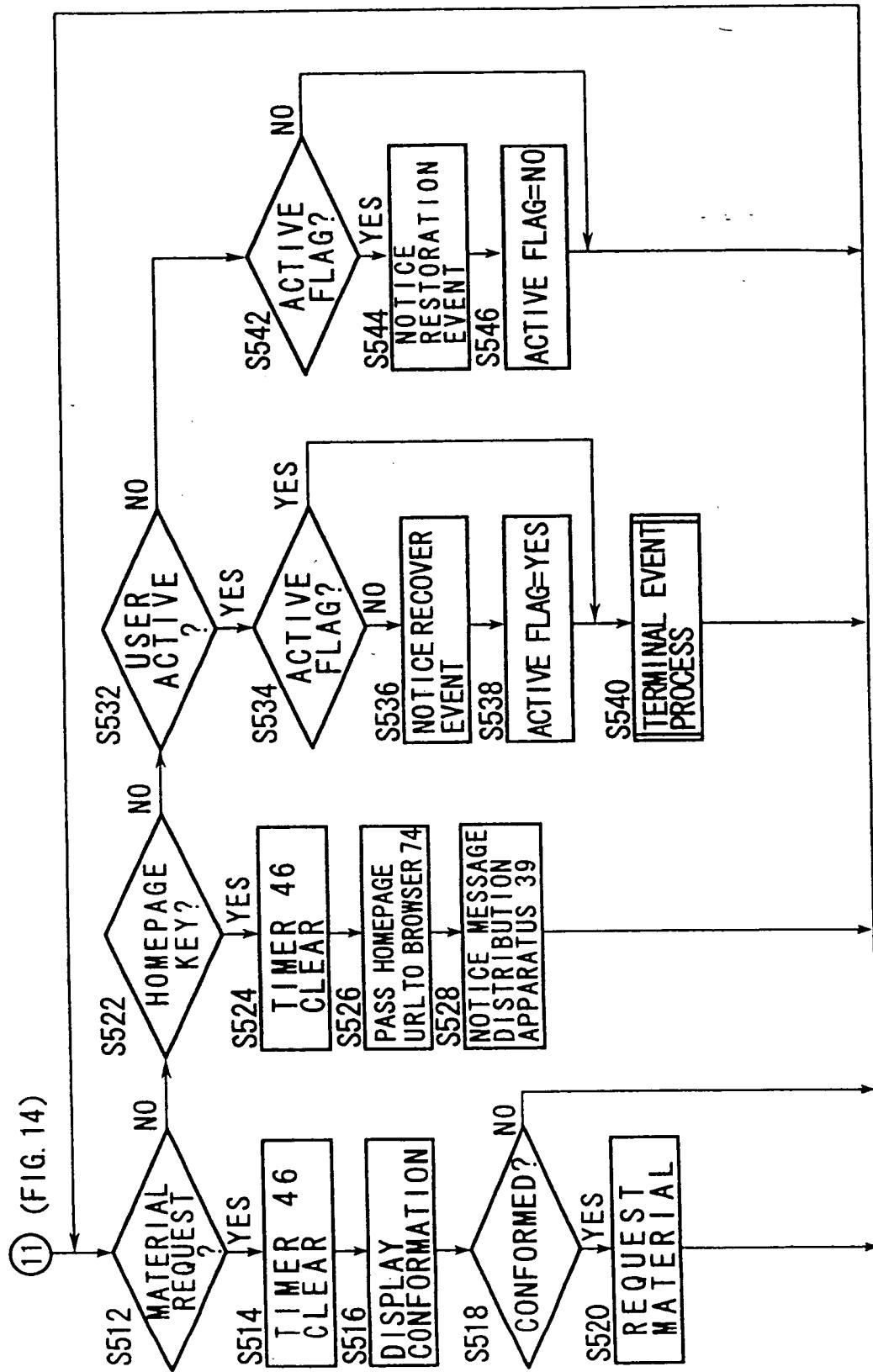


FIG. 18

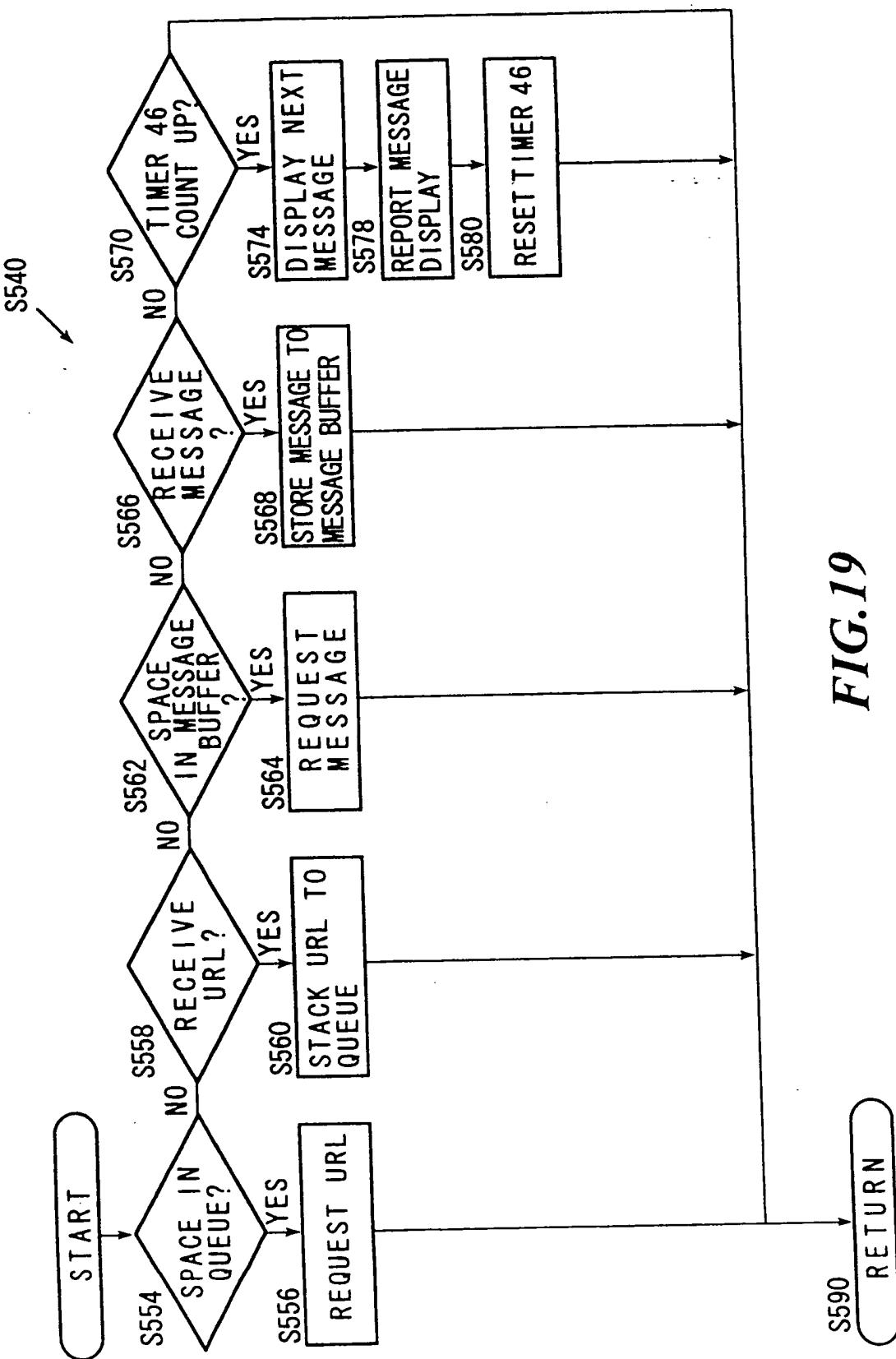


FIG. 19

(FIG.18)

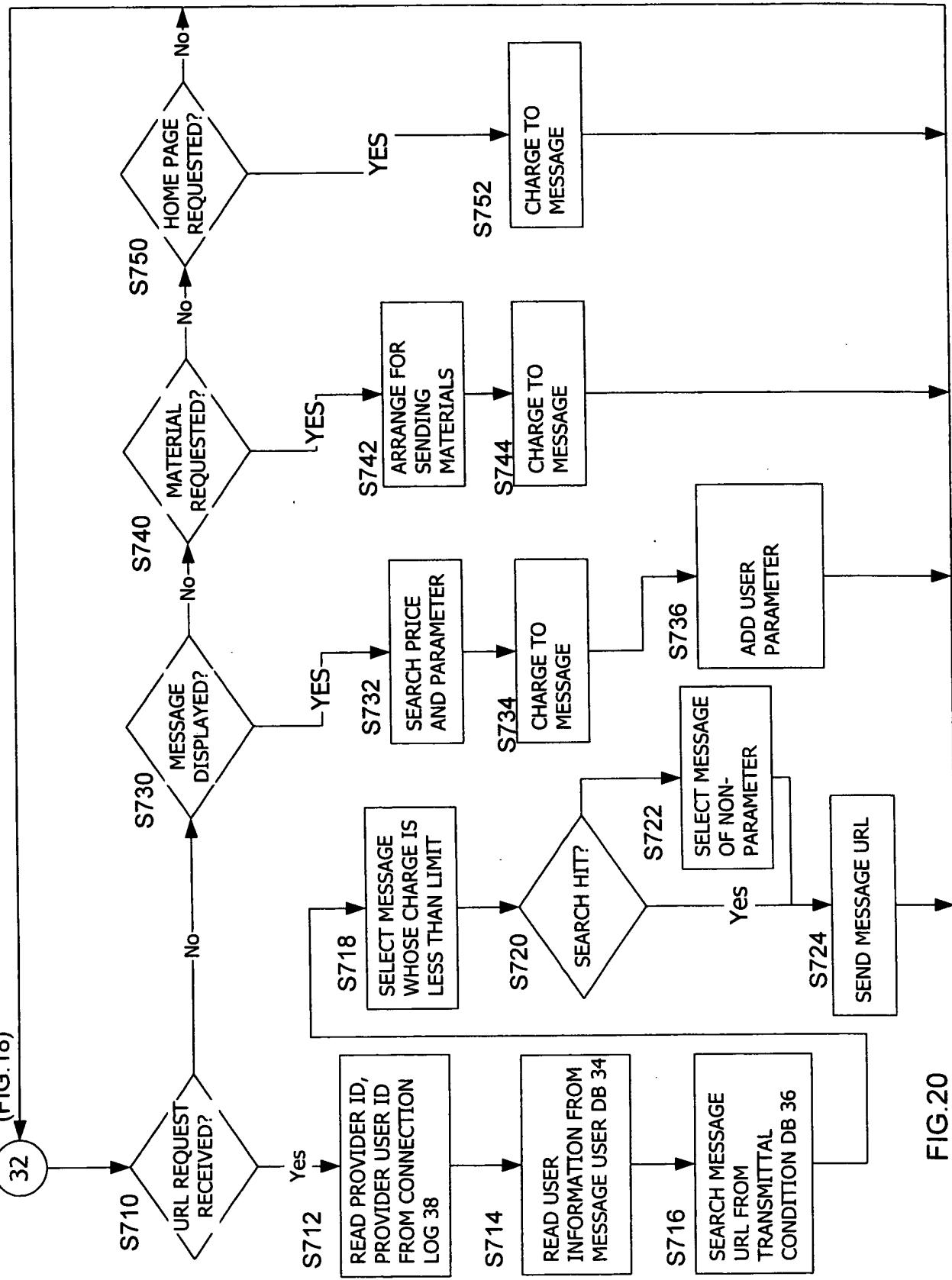


FIG.20

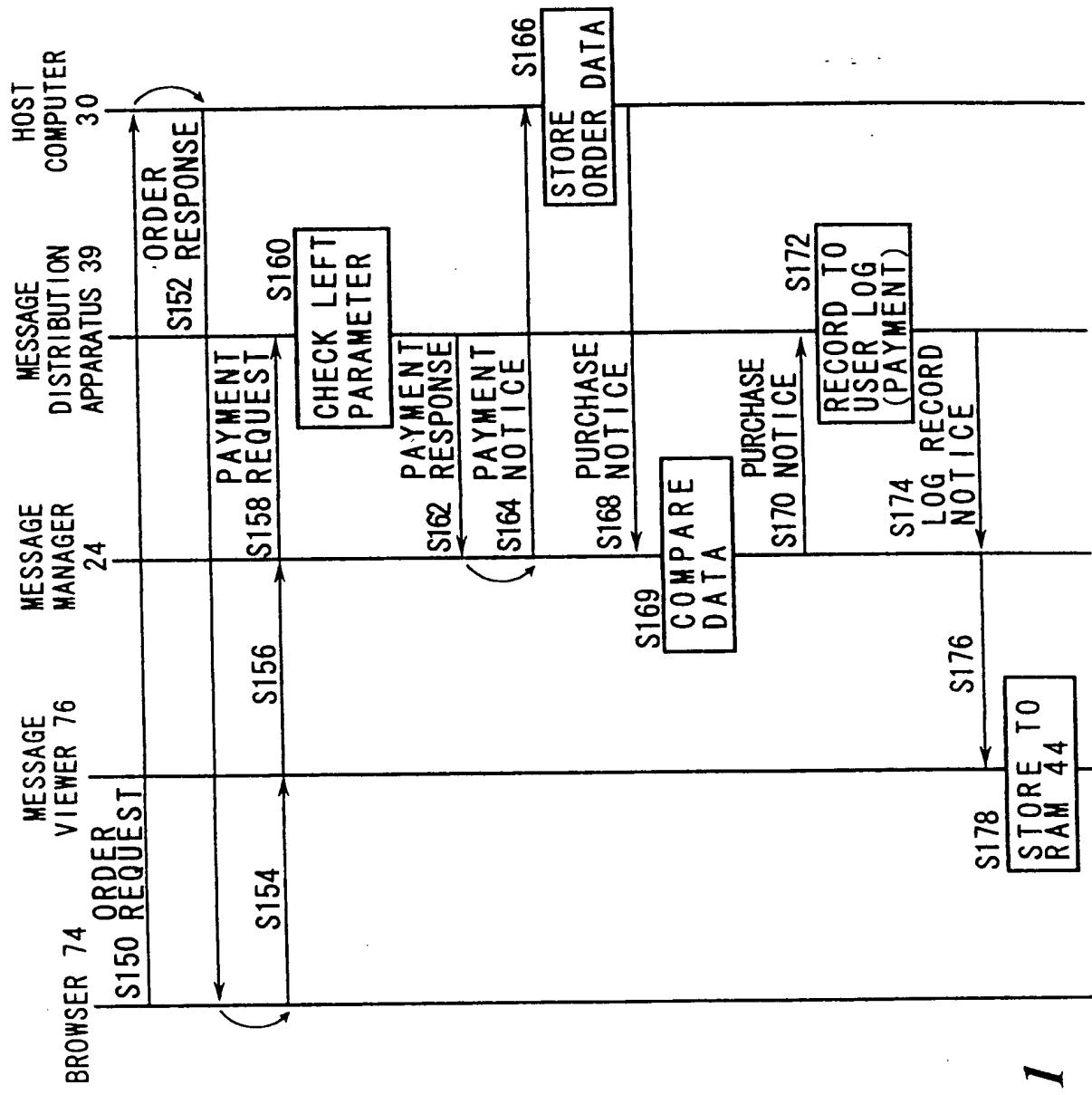


FIG. 21

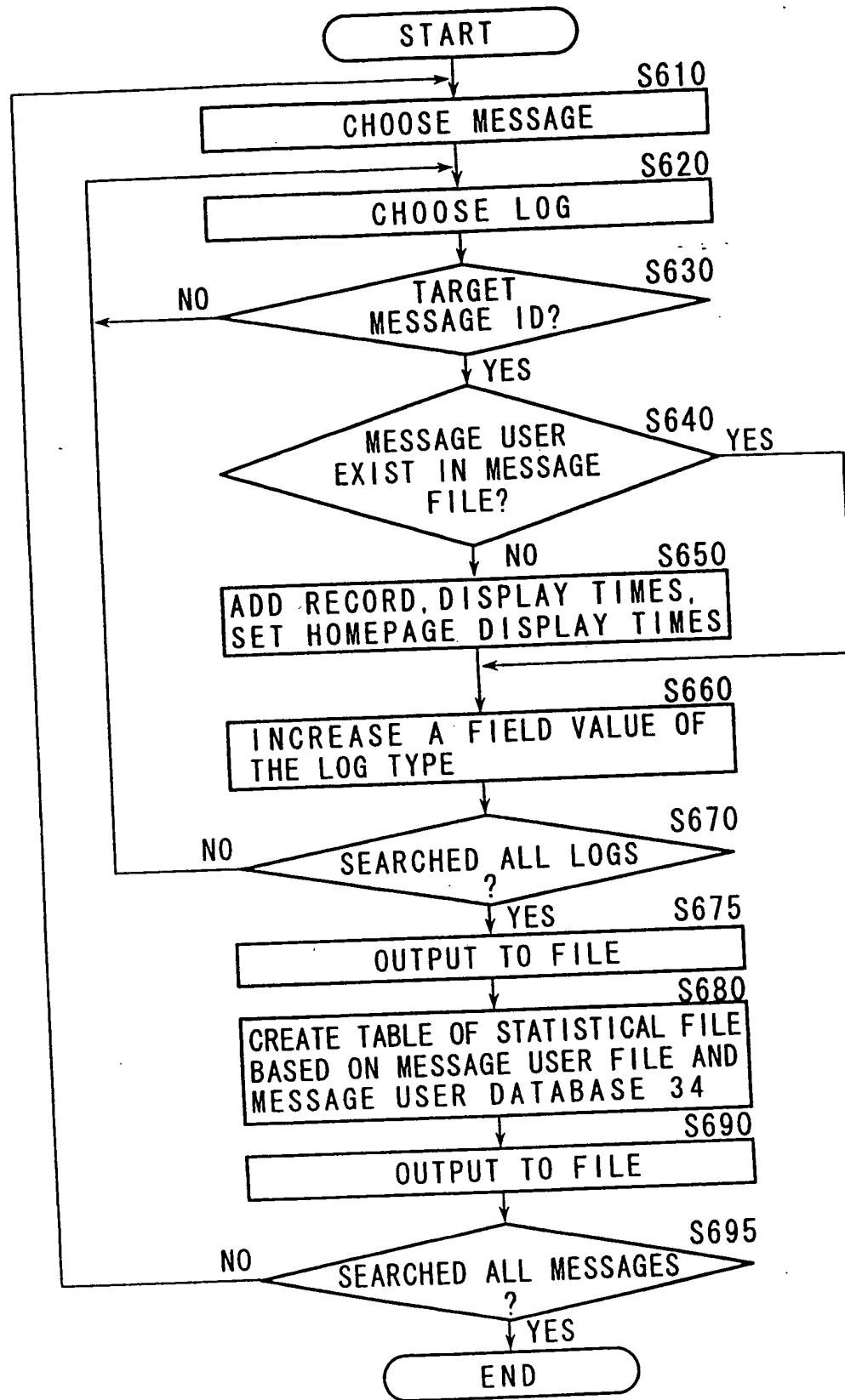


FIG.22

| MESSAGE<br>USER ID | MESSAGE<br>DISPLAY<br>TIMES | HOME PAGE<br>DISPLAY<br>TIMES | MATERIAL<br>REQUEST |
|--------------------|-----------------------------|-------------------------------|---------------------|
| C C C              | 4                           | 1                             | 1                   |
| D D D              | 1                           | 0                             | 0                   |
| 0 0 0              | 2                           | 1                             | .                   |

FIG.23

|                   | DISPLAY TIMES | HOMEPAGE DISPLAY TIMES | NUMBER OF PEOPLE WHO DISPLAYED MESSAGES | HOMEPAGE NUMBER OF PEOPLE WHO REQUESTED MATERIALS | NUMBER OF PEOPLE REQUESTING MATERIALS |
|-------------------|---------------|------------------------|---|---|---------------------------------------|
| TOTAL             |               |                        |   |   |                                       |
| MAN               |               |                        |   |   |                                       |
| FEMALE            |               |                        |   |   |                                       |
| ~20 YEARS OLD     |               |                        |   |   |                                       |
| 21 ~ 30 YEARS OLD |               |                        |   |   |                                       |
| 31 ~ 40 YEARS OLD |               |                        |   |   |                                       |
| 41 ~ 50 YEARS OLD |               |                        |   |   |                                       |
| TOKYO             |               |                        |   |   |                                       |
| CHIBA             |               |                        |   |   |                                       |

FIG. 24

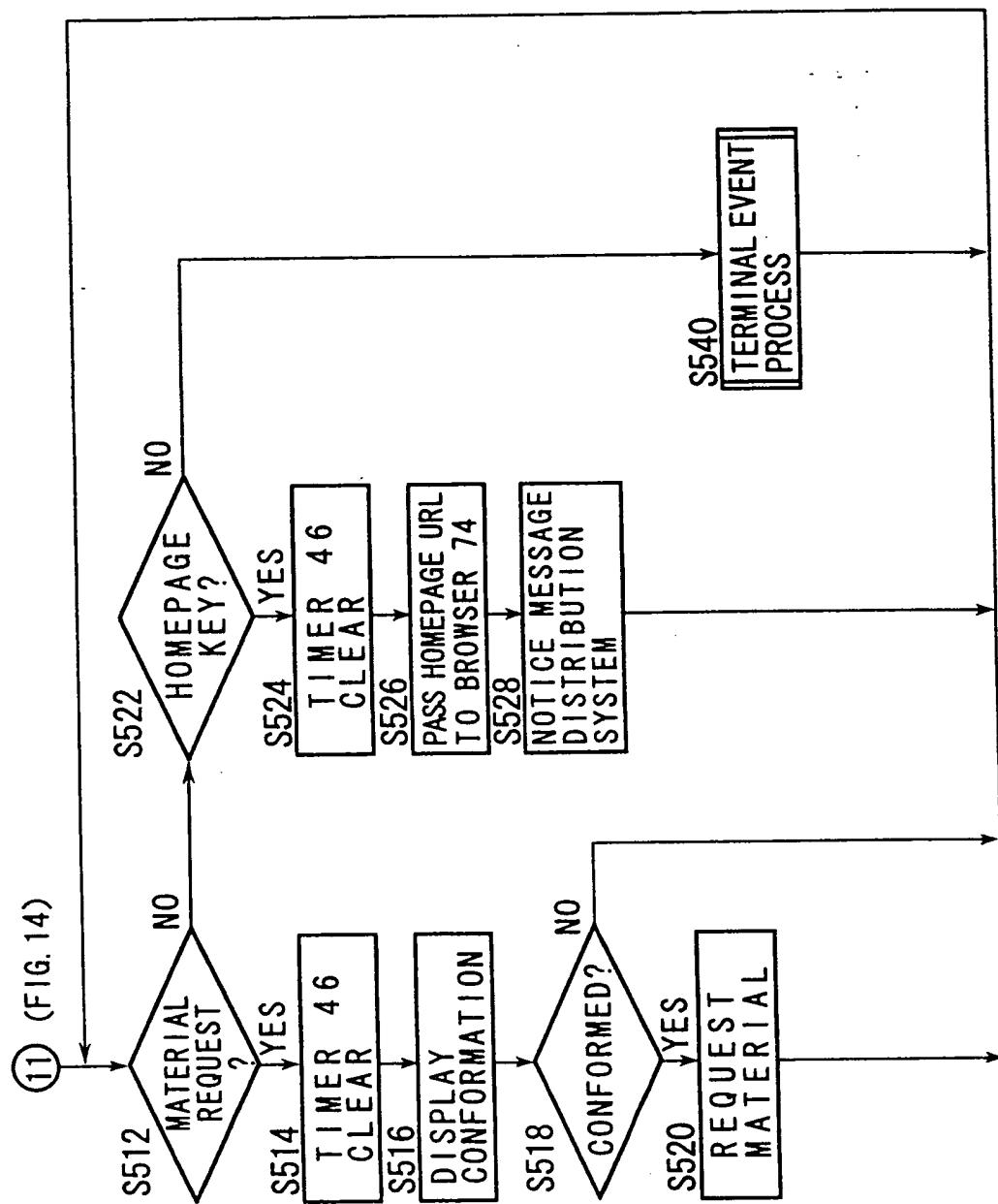


FIG. 25

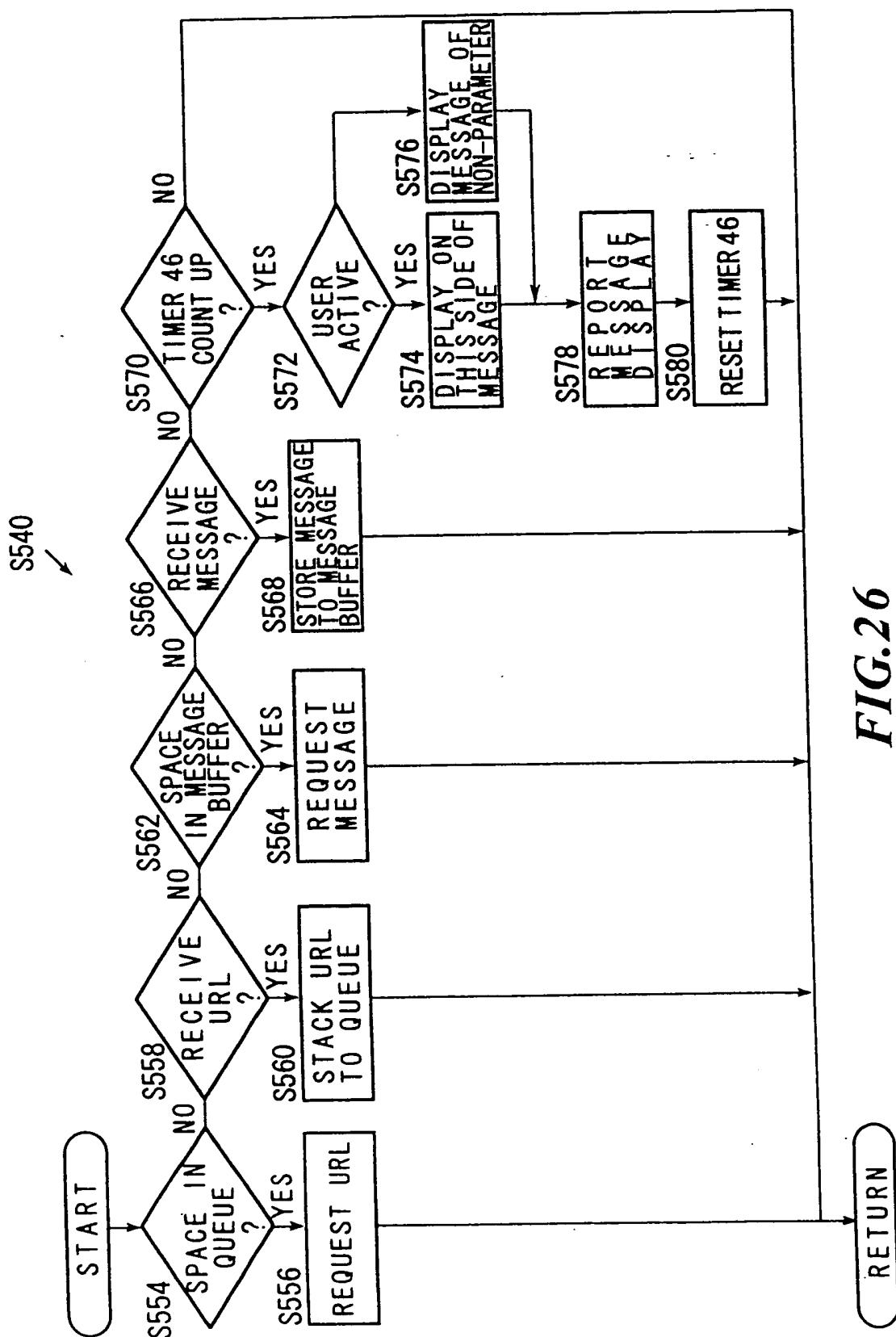


FIG.26

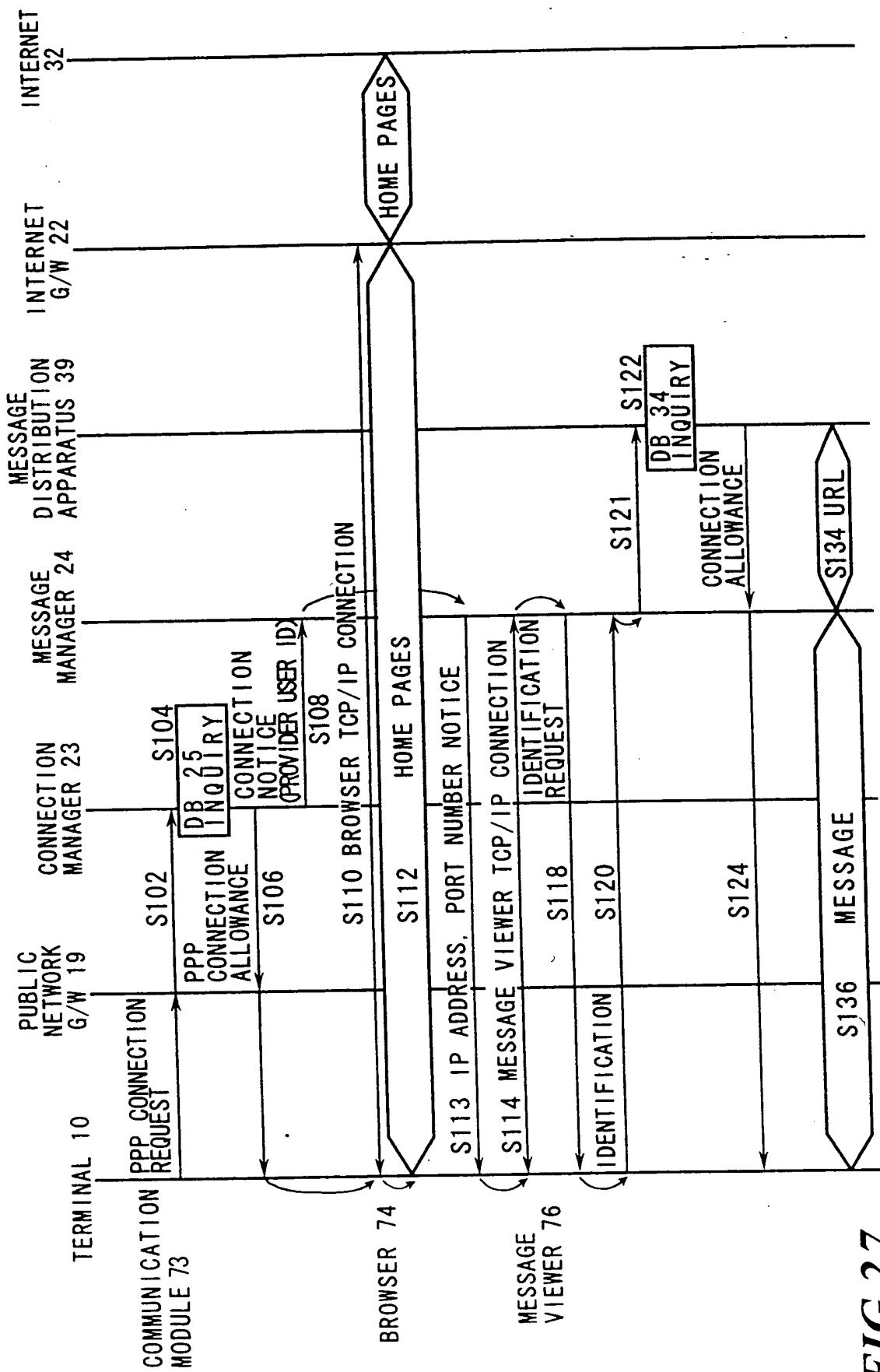


FIG. 27

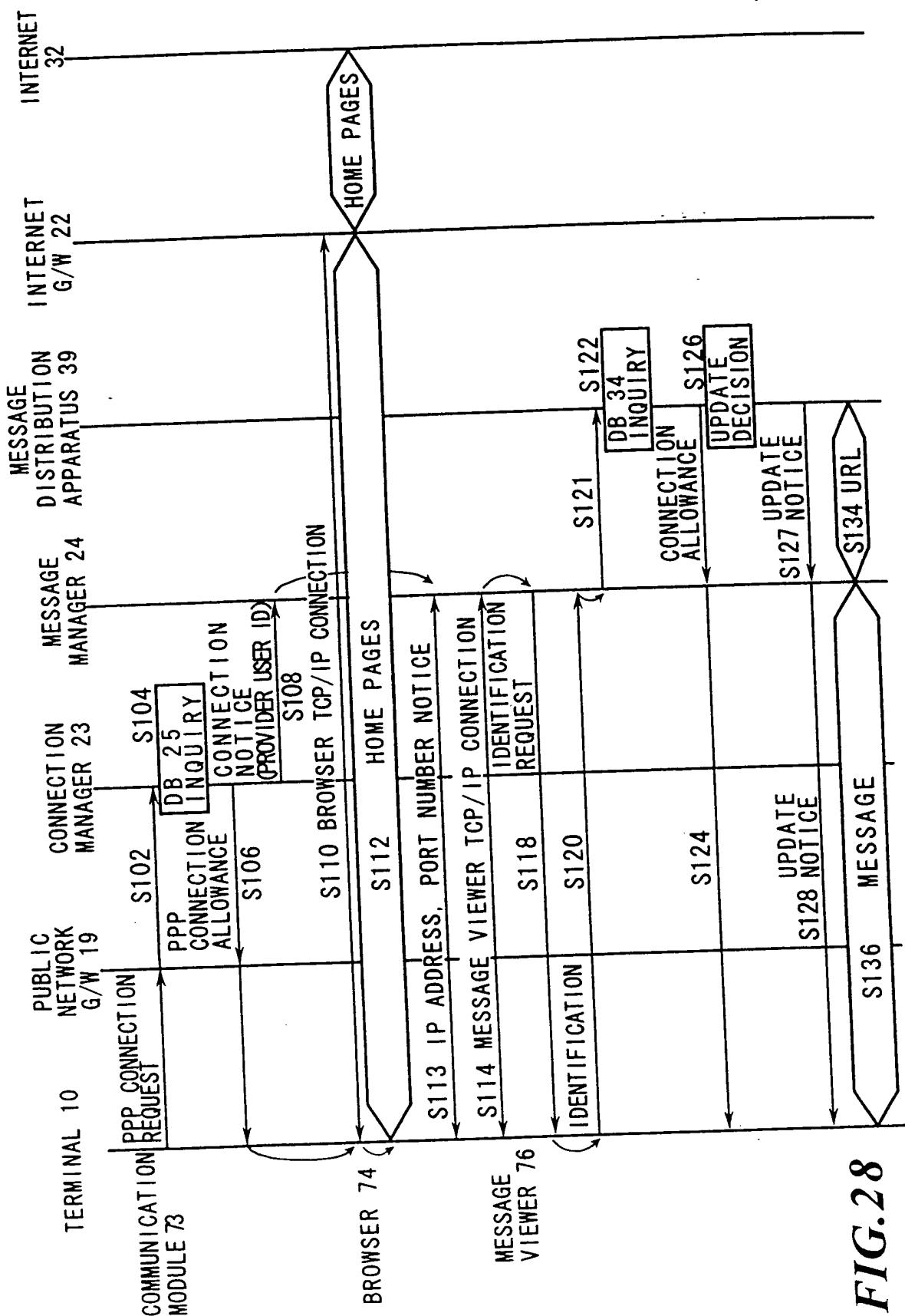


FIG. 28

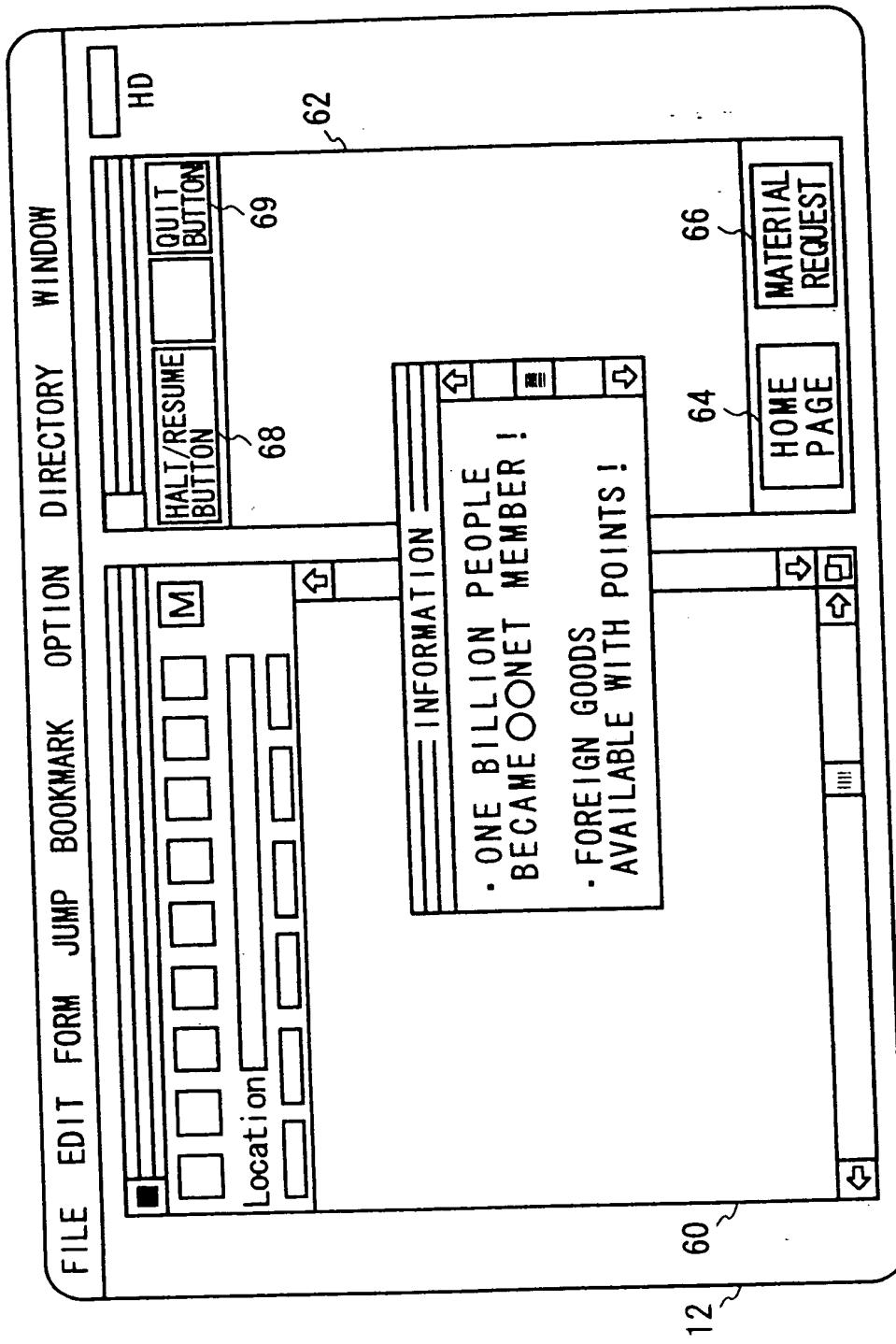


FIG. 29

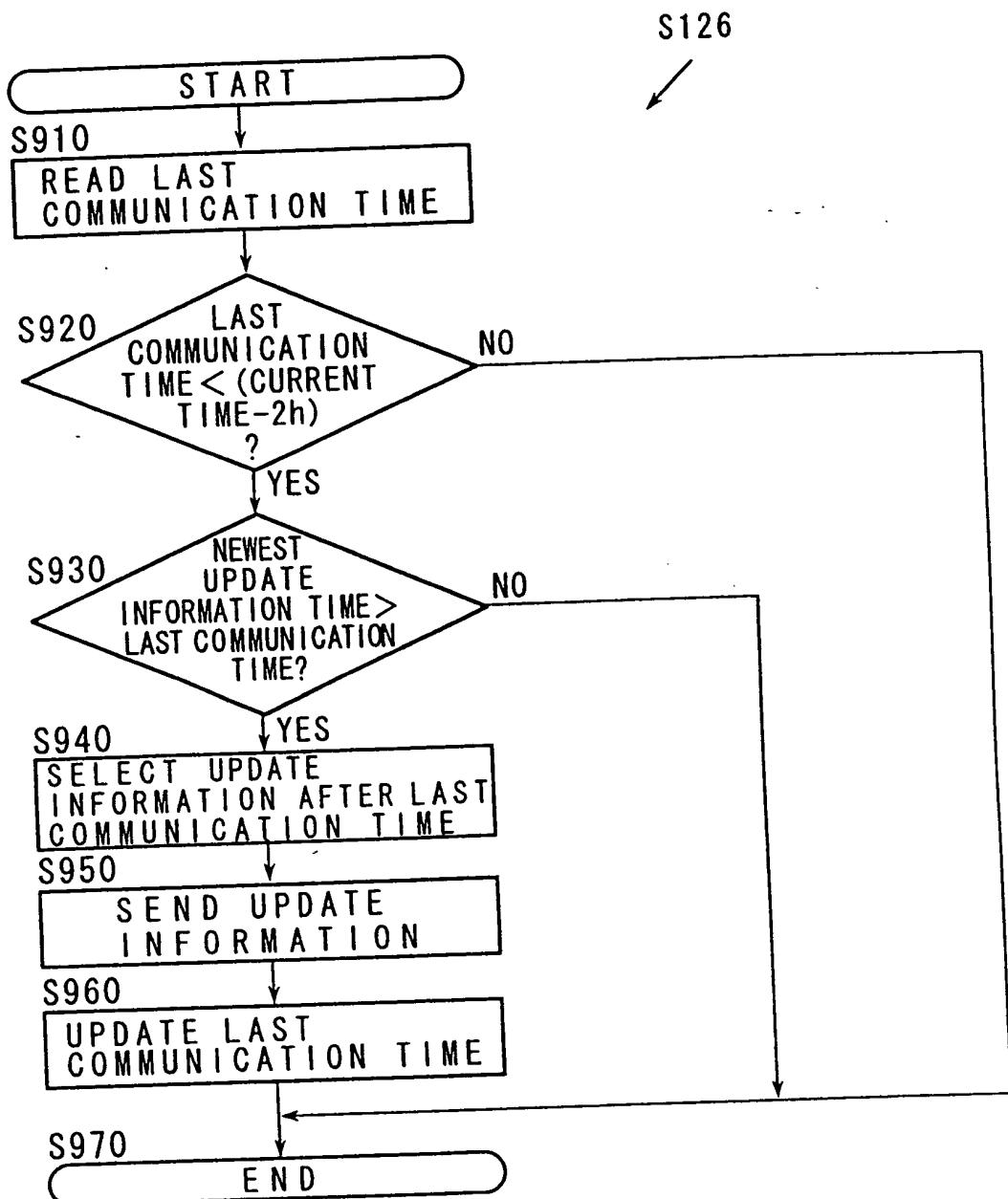


FIG.30

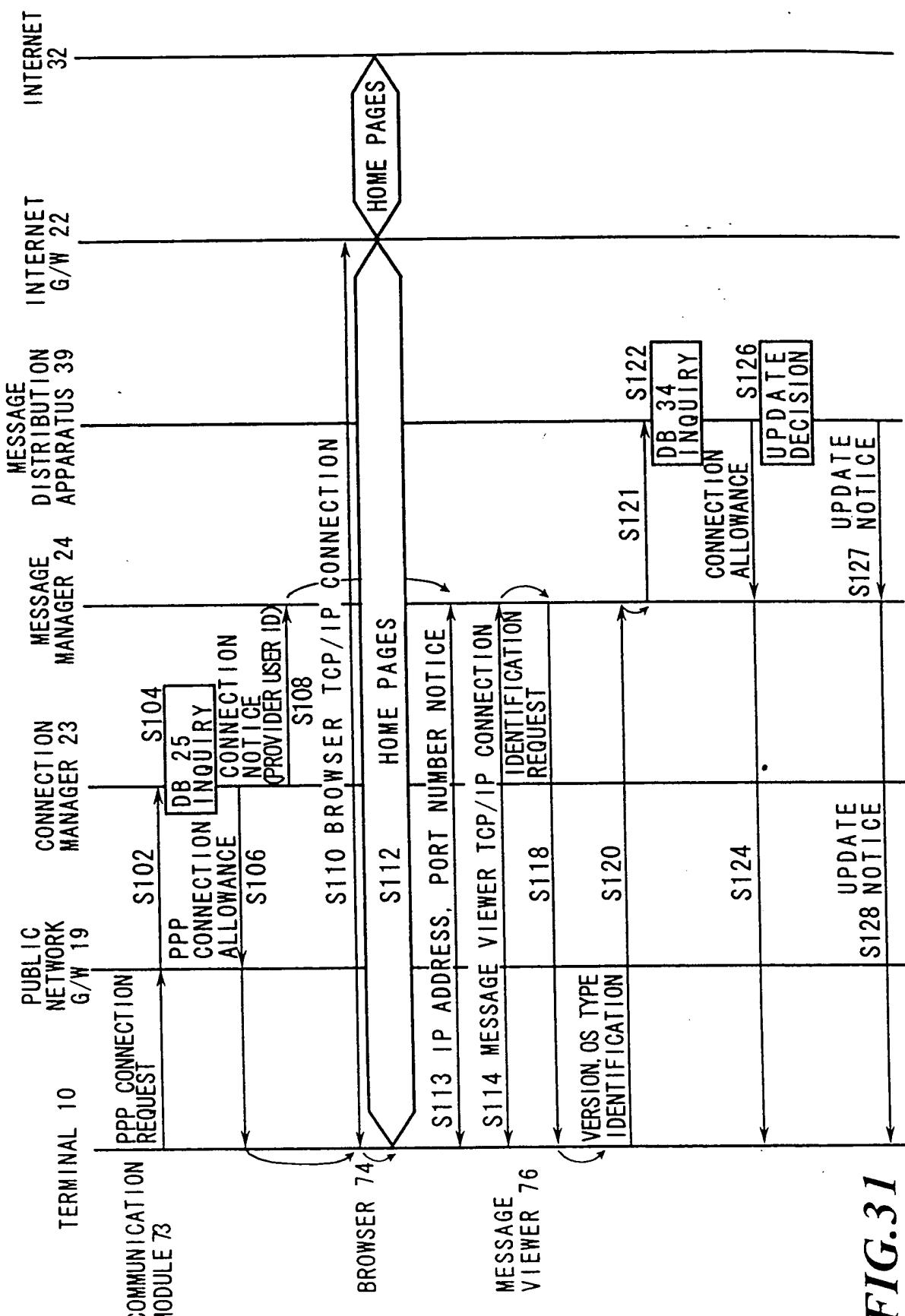


FIG. 31

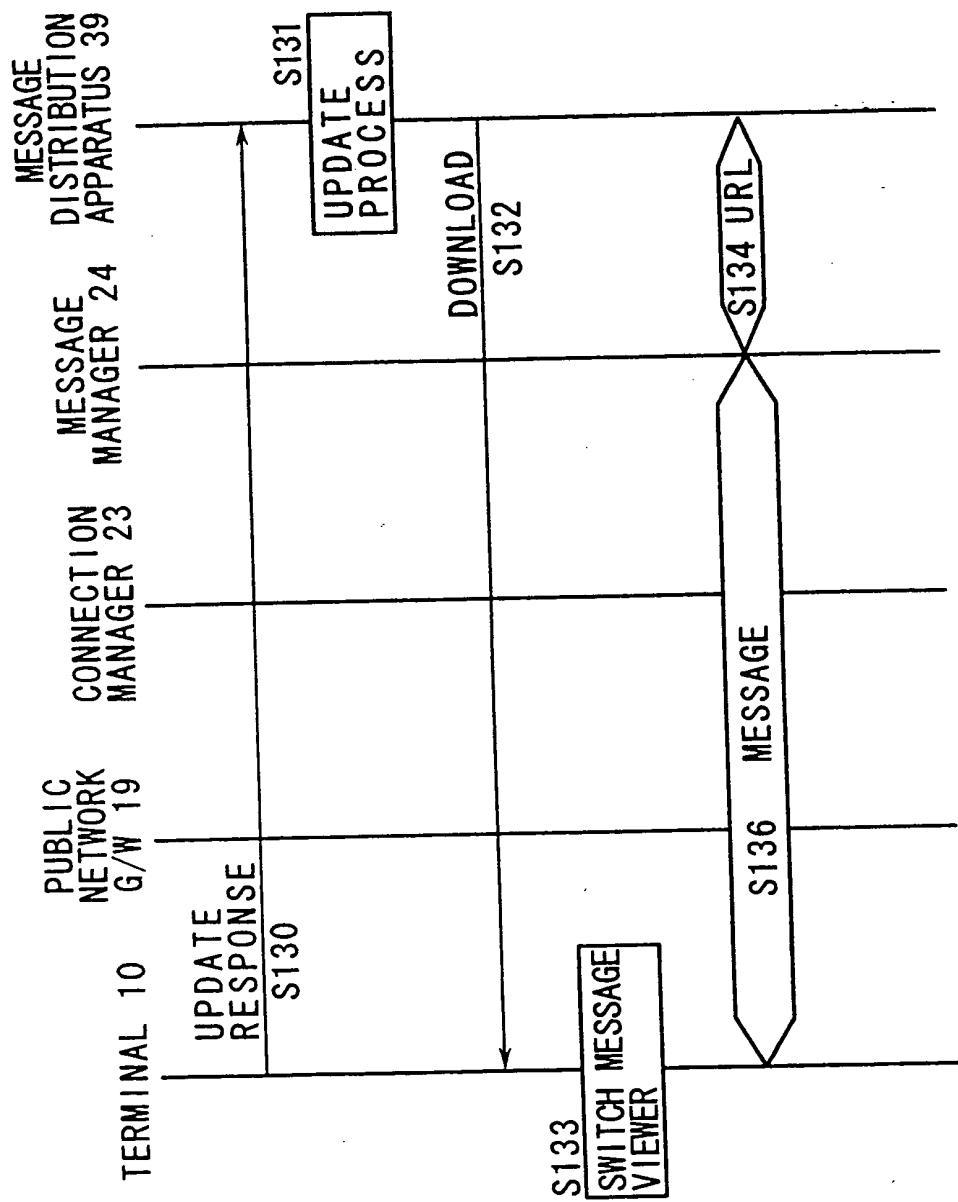


FIG.32

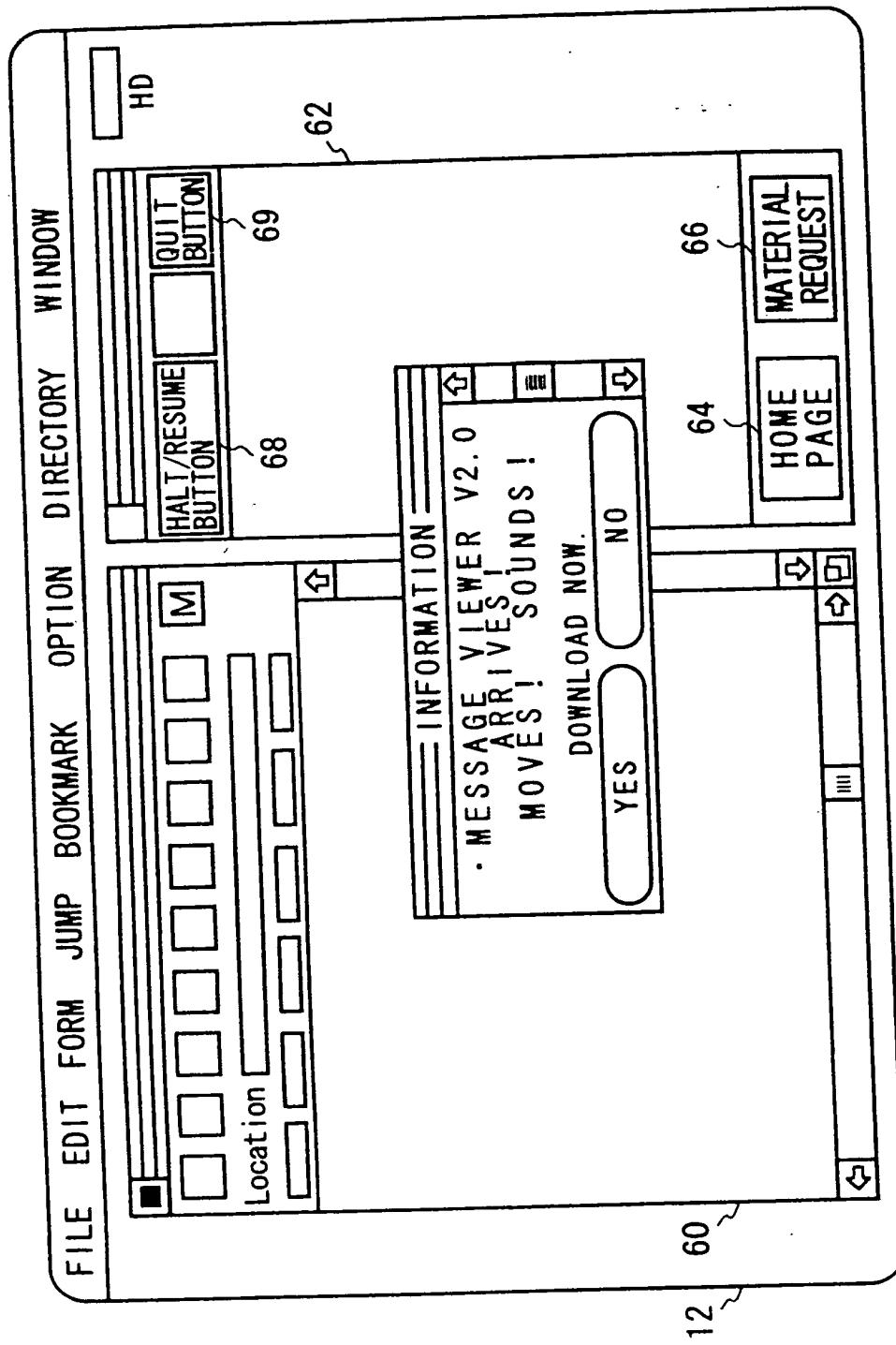


FIG.33

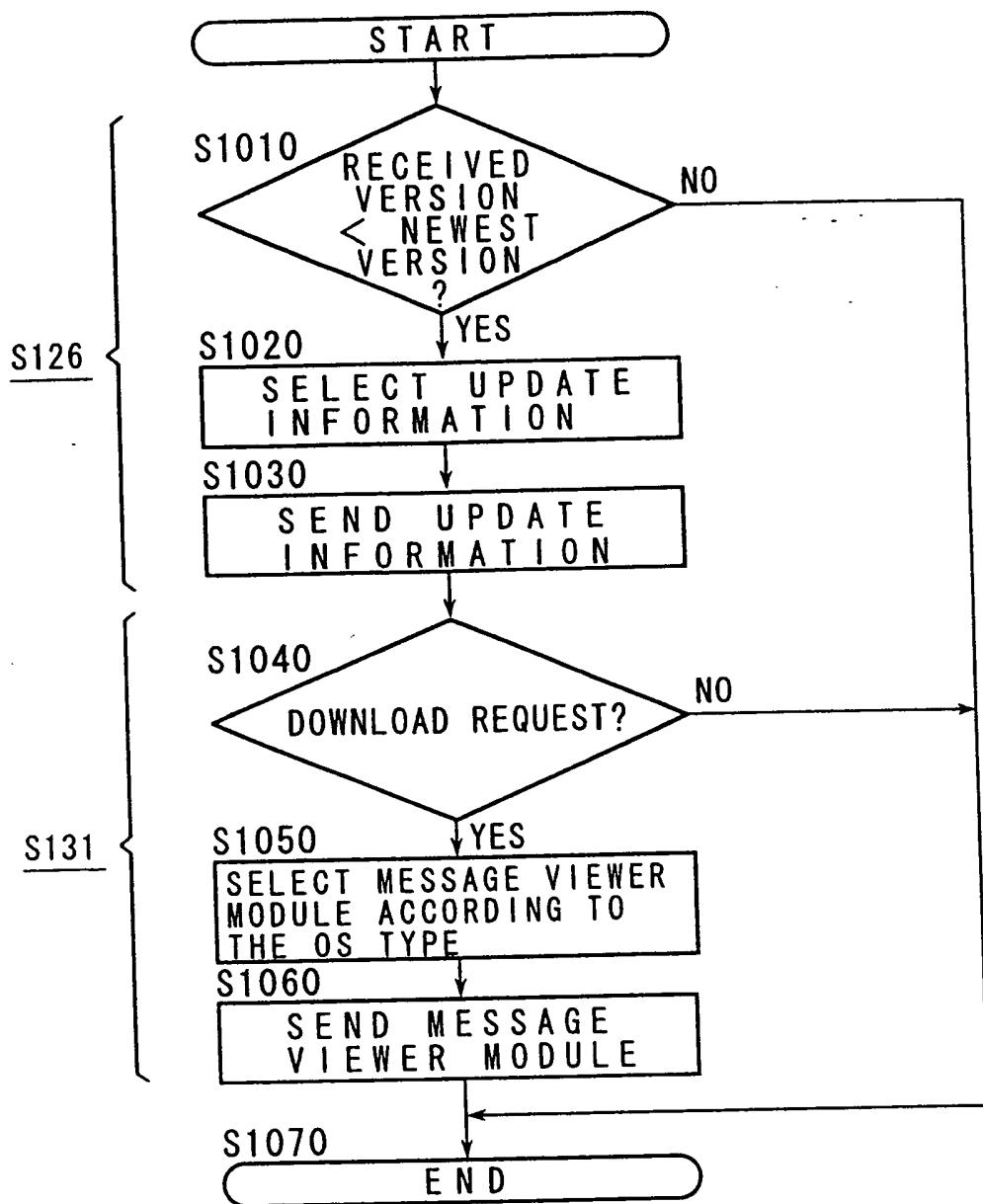
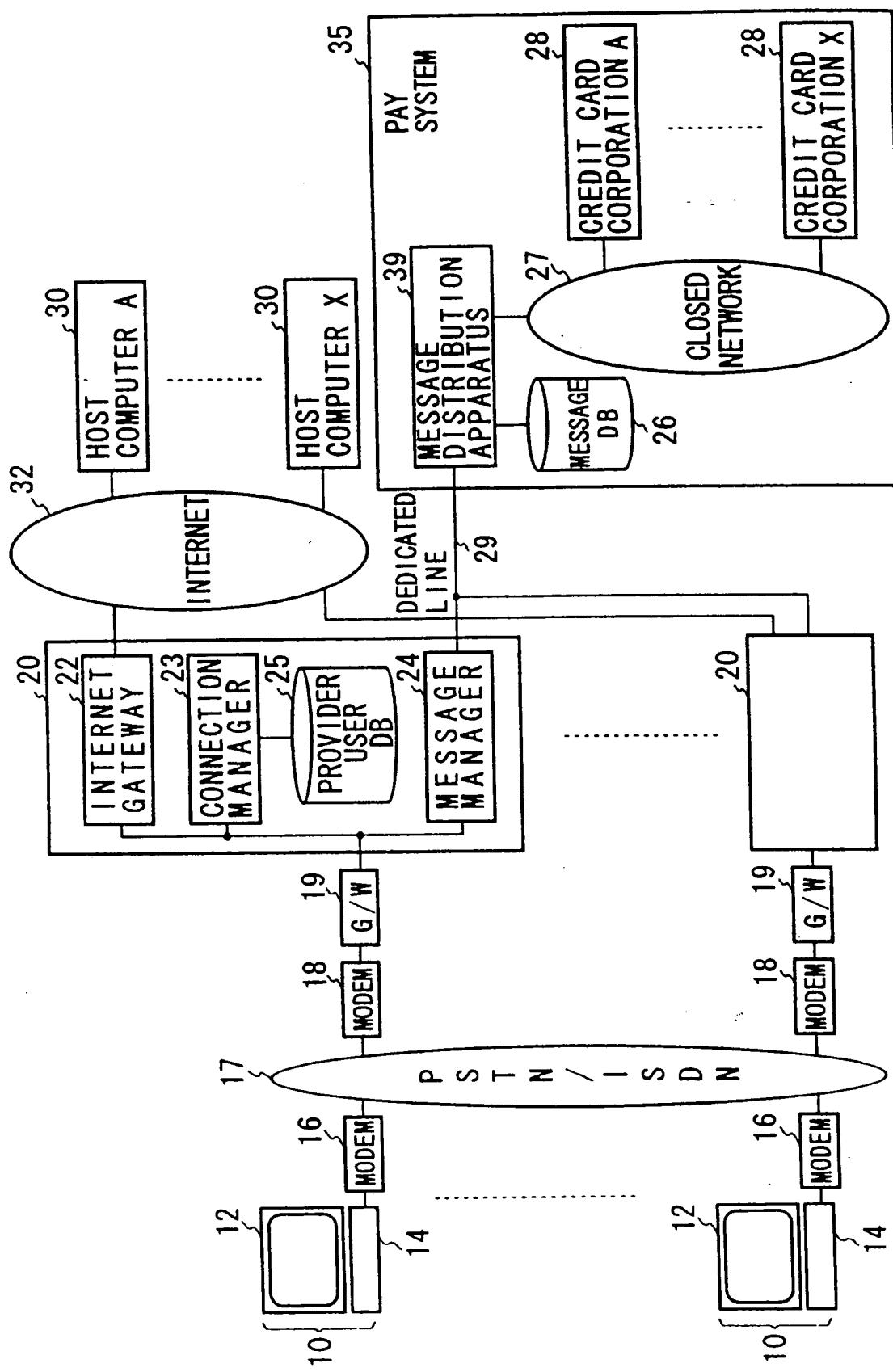
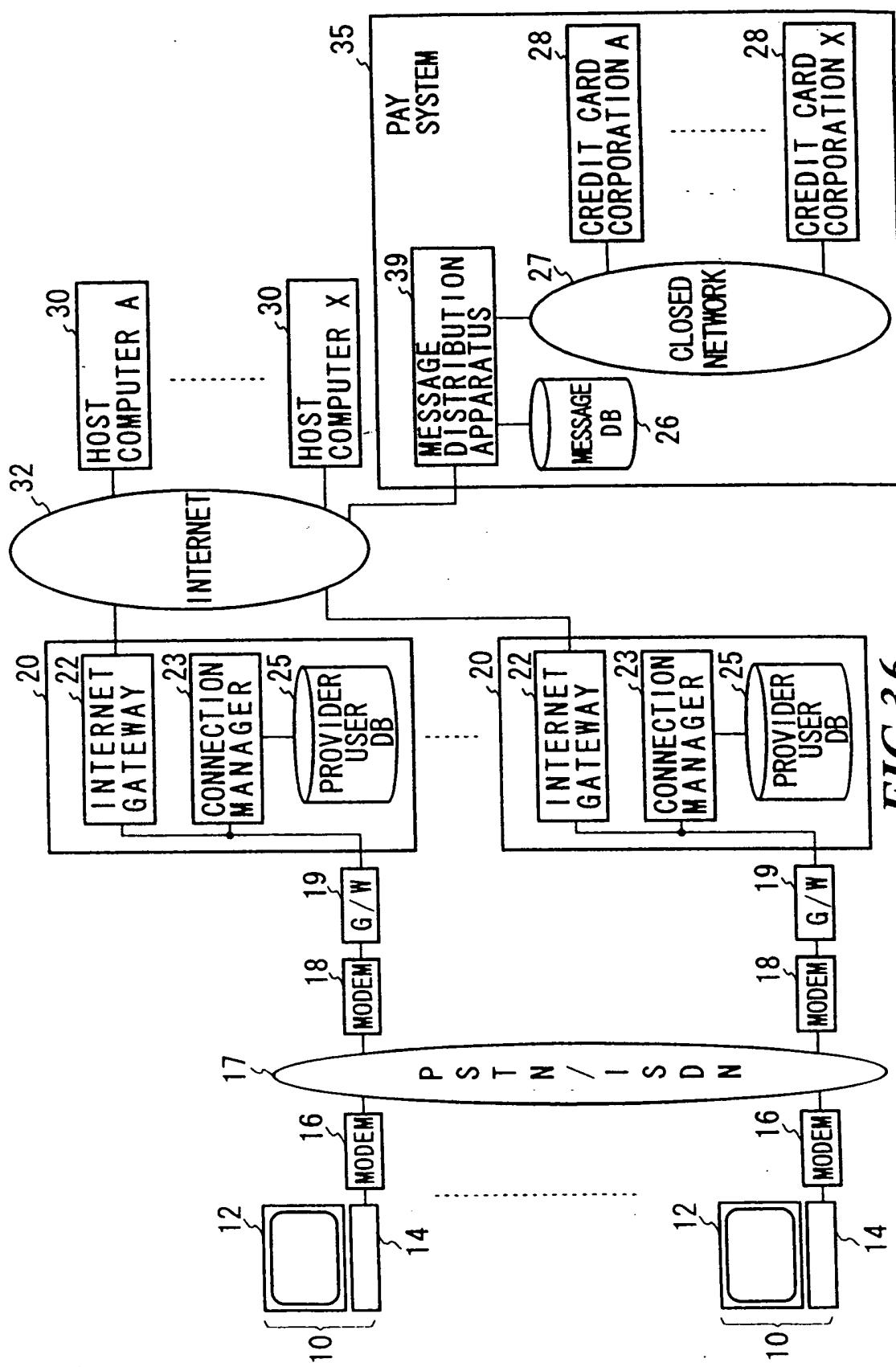


FIG.34





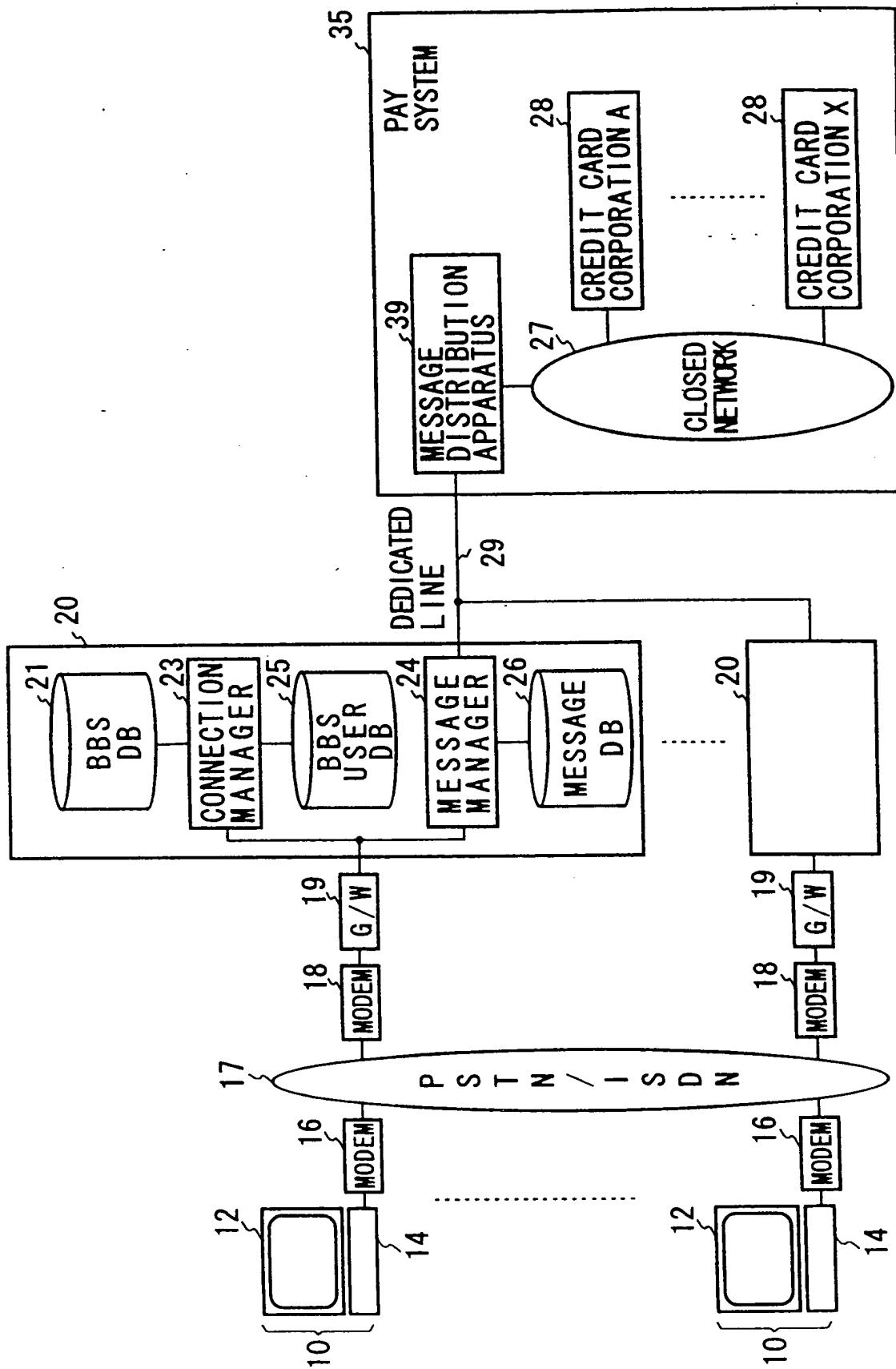


FIG. 37